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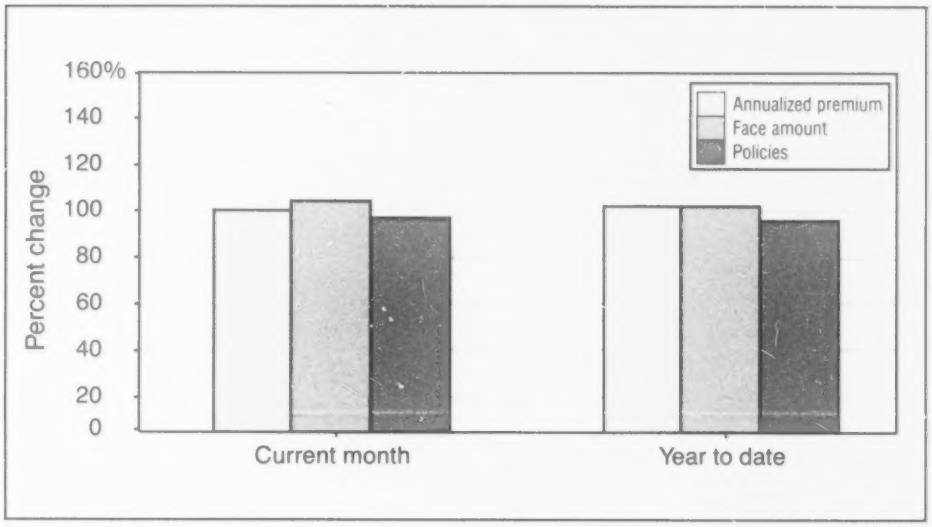
I/R Code 47.40
February 1986

MONTHLY SURVEY OF

LIFE INSURANCE SALES IN THE UNITED STATES

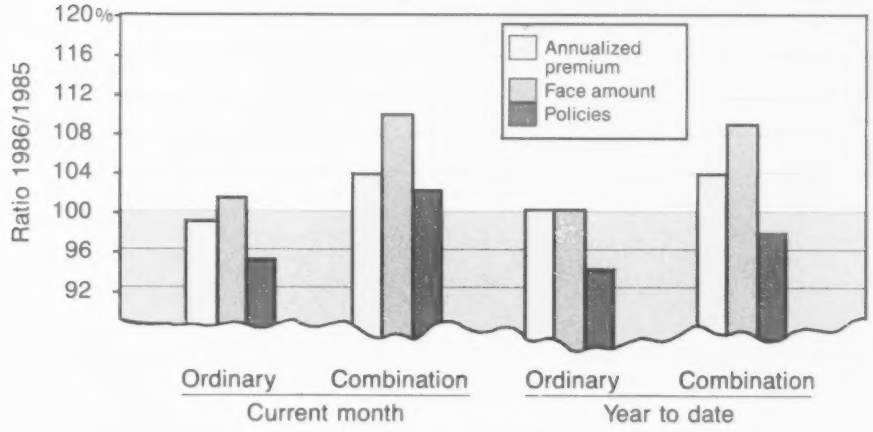
125 Companies

Growth Rates This Month and This Year



Comparisons with Last Year

114 Ordinary and 21 Combination Companies and Departments

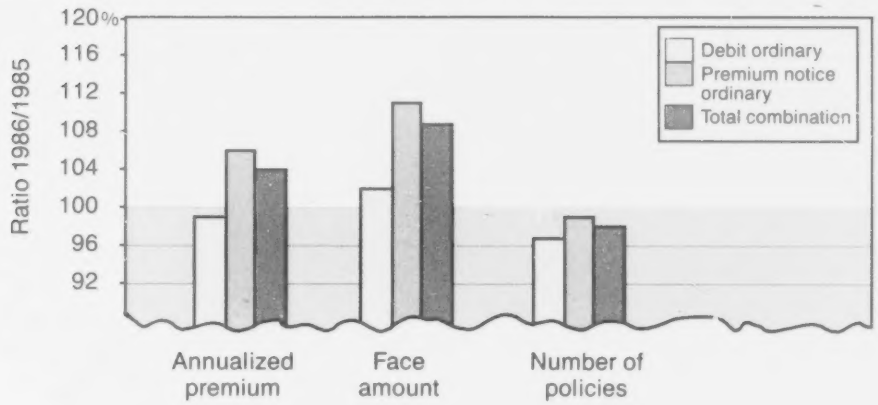


LIMRA INTERNATIONAL

Profit from our research.

21 Combination Companies or Departments

Comparison with Last Year Year to Date

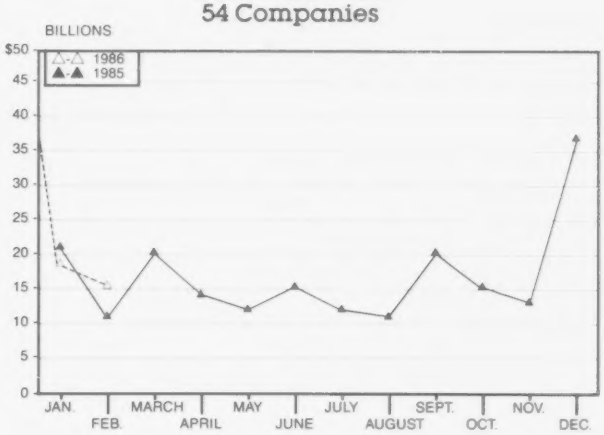


Policy Characteristics

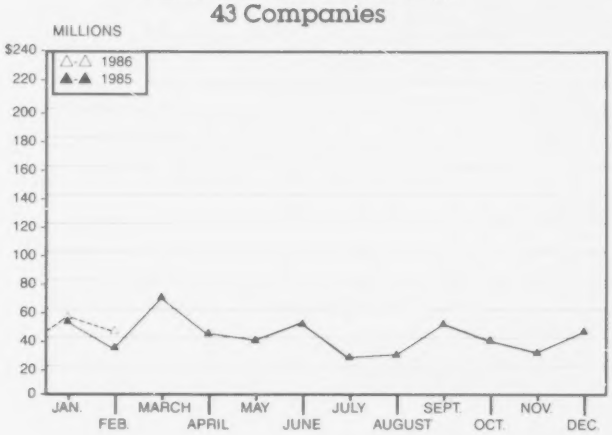
		Premium per $1,000	Average size policy	Premium per policy
Debit ordinary	Month	$18.50	$ 8,928	$165
	Year to date	$18.87	$ 8,768	$165
	Year-to-date ratio	97%	105%	101%
Premium notice ordinary	Month	$11.62	$41,835	$486
	Year to date	$12.12	$41,785	$506
	Year-to-date ratio	96%	112%	107%
Total combination	Month	$13.41	$21,345	$286
	Year to date	$13.86	$21,189	$294
	Year-to-date ratio	95%	111%	106%

Group Sales

Face Amount
54 Companies

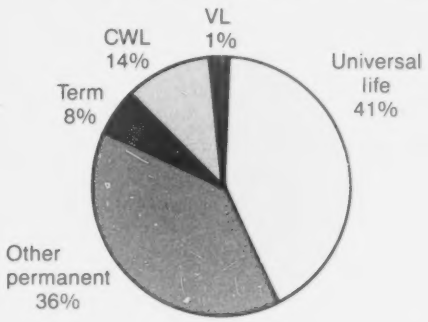


Annualized Premium
43 Companies

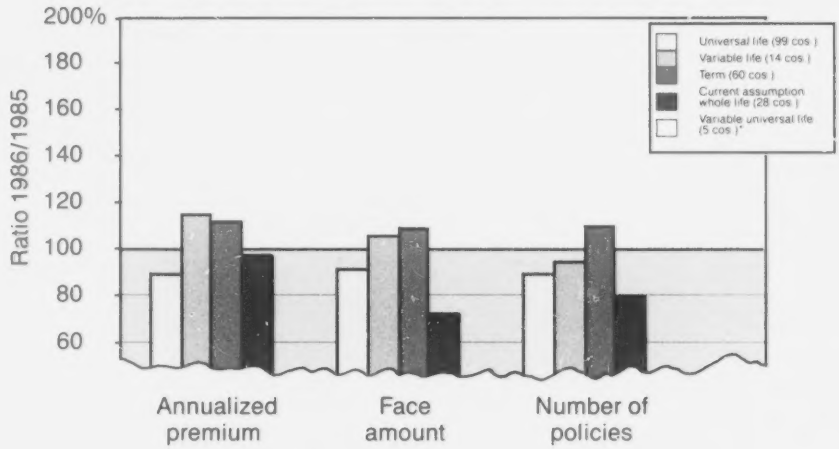


Individual Products

Annualized Premium Market Share by Product 62 Companies – Year to Date



Comparisons with Last Year – Year to Date



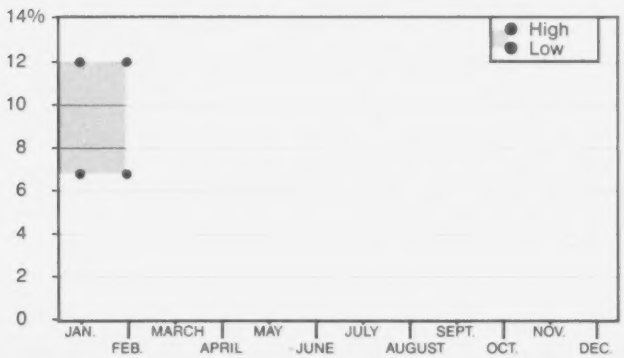
Policy Characteristics by Product

		Premium per $1,000	Average size policy	Premium per policy
Universal life (99 cos.)	Month	$11.09	$ 84,403	$ 936
	Year to date	$11.35	$ 85,872	$ 974
	Year-to-date ratio	99%	100%	99%
Variable life (14 cos.)	Month	$19.40	$ 52,325	$1,015
	Year to date	$18.95	$ 53,672	$1,017
	Year-to-date ratio	110%	108%	120%
Variable universal life (5 cos.)	Month	$11.36	$ 68,156	$ 775
	Year to date	$11.79	$ 68,746	$ 810
	Year-to-date ratio	*	*	*
Current-assumption whole life (28 cos.)	Month	$15.34	$ 55,011	$ 844
	Year to date	$16.64	$ 57,053	$ 949
	Year-to-date ratio	134%	91%	121%
Term (60 cos.)	Month	$ 2.73	$126,243	$ 345
	Year to date	$ 2.71	$130,945	$ 354
	Year-to-date ratio	100%	103%	103%
Total sales (125 cos.)	Month	$10.28	$ 56,449	$ 580
	Year to date	$10.62	$ 58,599	$ 622
	Year-to-date ratio	99%	106%	106%

*No Variable Universal Life sold until March 1985

Universal Life Interest Rates

1986 Interest Rate Range



Interest Rates This Month

Median	10.0%
Number of cos. reporting rates	85
Number of plans reported	3
Number of new plans	171
Number of plans dropped	0
Number of plans showing . . .	
No change	128
Increases	6
Range of increases	0.3%-1.0%
Average increase	0.5%
Decreases	34
Range of decreases	0.2%-1.0%
Average decrease	0.4%

Distribution of Cos. by Growth Rate This Month

(Annualized Premium)

Percent change	No. of companies	
	Ordinary	Combination
21% or over	25	5
11%-20%	12	4
1%-10%	13	4
–9%-0	16	4
–19%- –10%	9	2
–20% or under	39	2

February Data

		Annualized premium (000)	Face amount (000)	Number of policies
Total ordinary	Month Year to date	$424,715 $868,900	$41,305,159 $81,840,809	731,726 1,396,632
Ordinary companies and departments	Month Year to date	$338,613 $707,305	$34,884,724 $70,184,087	430,926 846,490
Combination companies and departments	Month Year to date	$ 86,102 $161,595	$ 6,420,435 $11,656,722	300,800 550,142
Group	Month Year to date	$ 43,131 $ 96,741	$15,631,515 $34,026,790	– –

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities). The data include mass-marketed ordinary business.

The ordinary results are based on the experience of 125 companies—and their 64 subsidiary companies—operating in the United States. These contributors represent 60 percent of the 1984 United States ordinary volume sold. Since no industry data are available on total annualized new ordinary premiums, the proportion of total premiums represented by these contributors cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

The survey also provides group sales volume and annualized premiums under new or amended contracts. These results are based on the experience of 53 companies plus five subsidiaries operating in the United States. These contributors represent 67 percent of the 1984 United States volume of new or amended group contracts.

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